

The Washington Times

WASHINGTON, D. C.

September 1, 1911.

Mr. Business Man,

Wherever, U. R.

Dear Sir;--

The Washington Times
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August 1, 1911.

Mr. Business Man,
Wherever, U. R.

Dear Sir:--

How was business with you in July?
Did it go ahead of July last year?
Did it go ahead of your June business this year?

The summer months are dull, made so by negligence rather than necessity, and a business that grows in July despite this summer indifference has not something worth calling to your attention and something worth your listening to.

Which leads us to point out the July facts in the case of The Washington Times. Its July net circulation totalled 1,189,949. This is a gain of 1,149 per day over the June figures and a gain of 7,989 per day over July, 1910. (July 4th of both years eliminated.)

Newspapers usually lose circulation in the summer months; the other Washington paper publishing daily figures shows for the 31 days available a loss for July over June of 8,118 per day. The advertisement gain of The Times is therefore all the more pleasing to us and interesting to you.

Not one dollar was spent in any unusual form of promotion. There were no voting schemes, no prize contests, no crockery premiums, no canvassers, no trips. Just a constant effort to print daily a clean, sane newspaper a little better than the one of the day before, a little more complete and a little more interesting.

Isn't that the kind of a paper, with the consequent growth detailed above, that pays the advertiser that reaches the people who buy, that brings returns and makes customers?

We think so. What do you think?

Very truly yours,
F. A. Waack
General Manager.

We sent you that letter the first of August.



It showed what a live newspaper had accomplished in circulation during the hottest month of the year. We hoped we were going to continue the gain in August. Hope was the parent of accomplishment, and the son outdid the father, for August, with a total net of 1,291,198 (extras not included) is THE BIGGEST MONTH OF THE YEAR so far.

As compared with July this shows a GAIN of 2130 per day. As compared with August 1910 it shows a GAIN of 10,381 per day. The only other newspaper publishing net daily figures shows a LOSS in August and a CONTINUOUS LOSS SINCE MARCH.

As in July so in August the gain of the Times was made in a normal way. Not one dollar was spent in any unusual form of promotion; there were no voting schemes, no prize contests, no crockery premiums, no canvassers, no trips; just a constant effort to print daily a clean, sane newspaper, just a little better than the one of the day before, a little more complete and a little more interesting.

It's getting time to plan the fall advertising. If you were going to Chicago you'd take the Limited, because as a live business man you would want rapid action and quick results. Here's a newspaper run ^{on} the same kind of a schedule. **ALL ABOARD.**

Yours very truly,

F. A. Waack
General Manager.